

visit CANTERBURY

CANTERBURY • HERNE BAY • WHITSTABLE



Eat Out — TO — HELP OUT

MARKETING TOOLKIT

Here's an easy-to-use toolkit with details about the 'eat out to help out' scheme and campaign. The aim is help us maximise this opportunity, raising awareness and encouraging people into our coastal towns and city. Let's make some noise!

It includes:-

- Quick overview of the scheme
- [Link to promotional materials and how to use them](#)
- Examples of generic social media posts with [links to assets](#)
- [Link to list of participating venues near you to promote](#)
- List of #s for you to use

THE SCHEME AT A GLANCE

- Businesses can offer the scheme all day, every Monday, Tuesday and Wednesday from 3 to 31 August 2020.
- A 50% discount, up to a maximum of £10 per person, to diners for food or non-alcoholic drinks to eat or drink in
- It's quick and easy for businesses to claim the money back from the government
- Can be offered alongside other deals or promotions, giving customers extra benefits

There's no limit to the number of times customers can use the offer during August, and they don't need to produce a voucher.

Customers can't get a discount for someone who is not eating or drinking. And alcohol and service charges are excluded from the offer.

Businesses will be included in an online finder tool for people to use to search for participating establishments.



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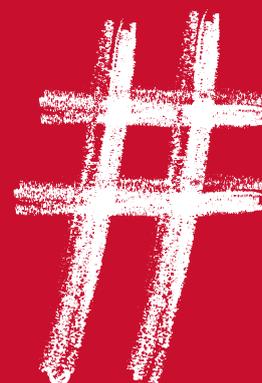
"A FREE CAMPAIGN FOR ALL!

New hair dos, new clothes, new opportunities to support local food outlets while also encouraging visitors back to your place....just by promoting #EatOuttoHelpOut campaign."

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HASHTAGS - ALWAYS USE #EATOUTTOHELPOUT

#EatOutToHelpOut #eotho #lovelocal #openforbusiness
#VisitCanterbury #OurCanterburyTales #Canterbury #Whitstable
#Tankerton #HerneBay #eastkent #kent #supportlocal
#supportindie #eatingout #datenight #dateideas
#nocookingrequired #lovetoeat #foodislife #supportsmall
#shoplocal #buylocal #localsupportinglocal
#localbusinesses #SupportYourLocal #CaringCustomer
#EnjoySummerSafely #KnowBeforeYouGo #GoodToGo
#RespectProtectEnjoy #SecretGardenOfEngland



SOCIAL MEDIA PLAN

Here is your ready made #EatOuttoHelpOut campaign. Simply use the content calendar below on your channels to engage your audience.

REMEMBER: Tag in the right local businesses and organisations to help amplify the campaign:

- @VisitCanterbury
- @MyCanterbury
- @buyinthebayhb
- @HelloHerneBay
- @shopbytheseaWT
- @thetalkoftankerton

Feel free to use the posts as they are or tweak them to suit your business, audience and channel!

Remember: The more personal the better to tag in your local businesses and use the hashtags.

WEDS 29 JULY

Who's joining us next week as we come together to eat out on the government and breathe some life back into our cafes, pubs and restaurants?

FRI 31 JULY

Save yourself for Monday. Tag in or share where you plan to eat out so we can share the love next week.

SUN 2 AUG

Coming to [X] in August? There's more than 100 eateries across Canterbury, Herne Bay and Whitstable taking part in the #EatOuttoHelpOut! Where will you choose? tax.service.gov.uk/eat-out-to-help-out/find-a-restaurant

MON 3 AUG

Today is the day! What's it going to be? Pizza? Thai? Seafood? Chinese? Pub grub? Tell us where you will be eating out to help out... #EatOuttoHelpOut

FRI 7 AUG

Did you know that Monday is the new Friday? #Eatouttohelpout and save up to £10 on food (per diner!). Who are you going to dine with?

SUN 9 AUG

Did you know that Monday is the new Friday? #Eatouttohelpout and save up to £10 on food (per diner!). Who are you going to dine with?



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"SHARING IS CARING

Every post from a local business is ready and waiting for you to give some love and encouragement - why not like, love, share their posts and give people a reason to visit Canterbury, Herne Bay and Whitstable."

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MON 10 AUG

Looking for somewhere to eat in Canterbury, Herne Bay or Whitstable this week? You'll be spoilt for choice with options for every taste and pocket. Find out more -> https://www.canterbury.co.uk/info/7/food_and_drink

MON 17 AUG

Treat yourself to a night off and eat out tonight! You can save up to £10 per diner if you #eatouttohelpout. Find out who's taking part at tax.service.gov.uk/eat-out-to-help-out/find-a-restaurant

MON 24 AUG

You've got one more week to enjoy a decent meal out with #eatouttohelpout! So, what's it going to be? <insert your menu choices>?

TUES 11 AUG

Make a personal recommendation. Use the restaurant finder tool and choose a venue near you, or somewhere you love eating at, and post about it. Remember to tag them!

FRI 21 AUG

Save yourself for Monday. Tag in or share where you plan to eat out so we can share the love next week. #Eatouttohelpout and save up to £10 per diner!

WEDS 25 AUG

Thank you for eating out to help out. Where have eaten out so far? Please tag them in!

SUN 16 AUG

Coming to [X] in August? There's more than 100 eateries across Canterbury, Herne Bay and Whitstable taking part in the #EatOuttoHelpOut! Where will you choose? tax.service.gov.uk/eat-out-to-help-out/find-a-restaurant

SUN 23 AUG

Thinking about tomorrow's dinner? What's it going to be? Pizza? Thai? Seafood? Chinese? Pub grub? Decisions, decisions. Maybe #eatouttohelpout listings will help you? tax.service.gov.uk/eat-out-to-help-out/find-a-restaurant

SUN 30 AUG

Tomorrow is the last day to #Eatouttohelp, Where will you choose? tax.service.gov.uk/eat-out-to-help-out/find-a-restaurant#

DOWNLOAD IMAGES AND LOGOS HERE

(courtesy of Maybe*)